



**Brooke A.  
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Business Development  
Manager/Attorney

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**Overview**

## Biography

Brooke Gonzalez is an Attorney and a Business Development Manager where she manages and provides strategic oversight for the planning and execution of key business development initiatives for the firm.

Brooke works directly with the firm's Chief Business Development Officer in strategizing and identifying new business opportunities. In her role, Brooke coaches the Client Development Team and the firm's Attorneys in business development skills and assists them in all aspects of strategic selling. She is also responsible for content creation used for client-facing collateral pieces such as proposals, pitch decks, and presentations to represent the firm's services. Additionally, she assists in the development and rollout of client-focused initiatives such as the Key Client Program, Client Management, Feedback Teams, and Consultative Sales Strategies geared toward organic growth.

Brooke earned her Bachelor of Science degree from the University of Florida in 2011 and obtained her law degree from Florida International University College of Law in 2014.

## Admissions

- ▶ Florida

## Education

- ▶ Florida International University, J.D., 2014
- ▶ University of Florida, B.S., 2011

**Accolades, Associations & News**

## Awards

- ▶ First Place: The Legal Marketing Association's Southeastern Chapter (LMASE) 2018 LMASE Your Honor Awards - *Communications: Content Marketing*
- ▶ First Place: The Legal Marketing Association's Southeastern Chapter (LMASE) 2018 LMASE Your Honor Awards - *Technology Management: Website Design and Development*
- ▶ First Place: The Legal Marketing Association's Southeastern Chapter (LMASE) 2018 LMASE Your Honor Awards - *Marketing Management & Leadership: Internal Marketing*
- ▶ First Place: The Legal Marketing Association's Southeastern Chapter (LMASE) 2016 LMASE Your Honor Awards - *Practice Development*
- ▶ First Place: The Legal Marketing Association's Southeastern Chapter (LMASE) 2016 LMASE Your Honor Awards - *Community Relations*
- ▶ First Place: The Legal Marketing Association's Southeastern Chapter (LMASE) 2016 LMASE Your Honor Awards - *Events*

- ▶ First Place: The Legal Marketing Association – International Conference – 2016 LMA Your Honor Awards *Community Relations*
- ▶ Honorable Mention: The Legal Marketing Association – International Conference – 2016 LMA Your Honor Awards *Brand Identity*
- ▶ First Place: The Legal Marketing Association’s Southeastern Chapter (LMASE) 2015 LMASE Your Honor Awards *Practice Development*.
- ▶ First Place: The Legal Marketing Association’s Southeastern Chapter (LMASE) 2015 LMASE Your Honor Awards *Identity*
- ▶ First Place: The Legal Marketing Association’s Southeastern Chapter (LMASE) 2015 LMASE Your Honor Awards *Community Relations*.

## Media

- ▶ [Law Firm Wraps Up Annual Charity Drive, \*SunSentinel\*, January 22, 2017](#)
  - ▶ [Law Firm Concludes its Annual Charity Drive, \*Plantation Forum\*, January 18, 2017](#)
  - ▶ [Kelley Kronenberg Continues Firm-wide Philanthropic Initiative with Holiday Food and Clothing Drives, \*Tampa Bay Newswire\*, January 2, 2017](#)
  - ▶ [Kelley Kronenberg Continues Firm-wide Philanthropic Initiative with Holiday Food and Clothing Drives, \*CityBizList South Florida\*, December 30, 2016](#)
  - ▶ [Kelley Kronenberg Wins Three First-Place Awards for Legal Marketing, \*Legal Learning Series\*, October 22, 2016](#)
  - ▶ [Kelley Kronenberg Wins Three First-Place Awards for Legal Marketing, \*Sun-Sentinel\*, October 22, 2016](#)
  - ▶ [Kelley Kronenberg Wins Three First-Place Awards for Legal Marketing, \*CityBizList South Florida\*, October 20, 2016](#)
  - ▶ [Kelley Kronenberg Wins Three First-Place Awards for Legal Marketing, \*Attorney at Law Magazine\*, October 20, 2016](#)
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